

**FOR IMMEDIATE RELEASE**

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**SIM Partners Retains PReturn for Public Relations Services**  
*Chicago-based PR firm to support ROI-driven digital marketing provider*

**CHICAGO – January 27, 2012 – PReturn Inc. ([www.preturn.com](http://www.preturn.com))** a full-service public relations agency specializing in traditional and online media relations, content creation, and thought leadership programs, today announced **SIM Partners ([www.simpartners.com](http://www.simpartners.com))** has retained PReturn for media relations and related services. SIM Partners technology empowers major brands to maximize digital marketing results at a local level, and the company has tasked PReturn to promote the innovative local marketing technology and campaigns it generates for major brands.

“SIM Partners prides itself on helping major brands acquire customers through top online, social and mobile channels,” said Jon Schepke, Founder and President of SIM Partners. “PReturn’s focus on media relations and message development, as well as their extensive experience working with online marketing leaders, made this choice an easy one.”

SIM Partner’s public relations program includes building the company’s brand through media relations and thought leadership efforts to showcase SIM Partner’s expertise across local, mobile, search and social media strategies.

**About SIM Partners**

SIM Partners technology empowers major brands to maximize digital marketing results at a local level. Top home services providers, hotels, insurance companies and other consumer brands trust SIM Partners to keep thousands of locations visible and accessible in top search engine results, mobile devices, social networks and other sources of local information. A technology company at its core, SIM Partners offers a full suite of holistic solutions that includes data distribution, its local search platform, video, mobile app development and performance reporting. SIM Partners is headquartered in Evanston, Ill. For more information, visit <http://www.simpartners.com>.

**About PReturn**

With a history rooted in accountable media relations, PReturn creates and executes cost effective, strategic public relations programs. PReturn taps the authoritative benefits of editorial media while communicating directly with important audiences through social media, marketing communications and other direct channels to raise awareness, create thought leadership and build buzz. PReturn’s approach evolves with the rapidly changing media landscape. Clients appreciate PReturn’s tenacious approach to media relations, commitment to quality in execution and full suite of complementary services, including message development and media training. Clients include [AdGooroo](#), [Care Communications](#), [FRWD](#), [Kenshoo](#) and [ROI Research](#). Learn more at [www.PReturn.com](http://www.PReturn.com).

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